

Abstract

The present invention relates to a process for preparing
5 dye-comprising aqueous polymer dispersions by free-radical
aqueous emulsion polymerization of ethylenically unsaturated
monomers in the presence of free-radical initiators, in which at
least some of the monomers are employed in the form of an
oil-in-water emulsion E1 whose disperse phase comprises at least
10 one oil-soluble dye, wherein the disperse phase of E1 is formed
essentially of dye-comprising monomer droplets having a diameter
< 500 nm.

The present invention also relates to perylene dyes of the
15 formula III as set forth in claim 35.

The present invention relates in addition to dye-comprising
formulations which comprise the dye-comprising polymers of the
invention and to pigmented formulations which comprise a polymer
20 of the invention comprising optical brightener.

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